

- C<sup>1</sup>
- (2) improved brightness of at least 0.7 point, and
  - (3) improved opacity of at least 0.7 point to the pulp sheet.

14. (Twice Amended) A composition for improving paper making quality comprising,  
a compound and a pulp blend, wherein

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said pulp blend contains a deinked pulp in an amount of 10% or more by weight in a material pulp, and

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said compound has a lyotropic degree as defined below of not less

than 4%, and

said compound provides at least two properties selected from the following paper quality improving properties (i) to (iii):

(i) a standard improved bulky value of at least 0.02 g/cm<sup>3</sup>,

(ii) a standard improved brightness of at least 0.7 point, and

(iii) a standard improved opacity of at least 0.7 point; and wherein the

$$\text{lyotropic degree (\%)} = (\alpha_0 - \alpha) / \alpha_0 \times 100$$

wherein  $\alpha$  is the water content in a wet sheet obtained by

adding 5 parts by weight of the compound, which is the paper quality improver for the paper making to 100 parts by

weight of the pulp blend and subjecting the pulp blend to papermaking; and

$\alpha_0$  is the water content in a wet sheet obtained by

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subjecting the pulp blend to papermaking without adding the compound to the pulp blend wherein said compound is added to the material pulp before a paper making step and wherein the compound is selected from the group consisting of (A) organosiloxane, (B) glyceryl ether, (C) acid salt of amine, (D) quaternary ammonium salt, (E) imidazole, (F) ester of polyhydric alcohol and fatty acid and (G) alkylene oxide-added ester being an ester derived from polyhydric alcohol and fatty acid and having from more 0 mole to less 12 moles on average of  $C_{2-4}$  alkylene oxide group per 1 mole of the ester.

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